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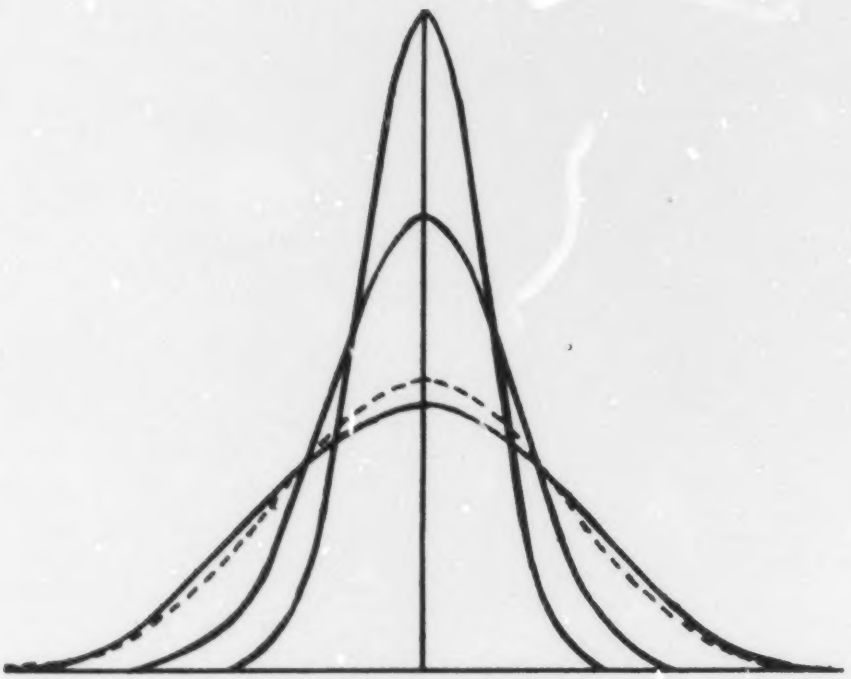
ABSTRACT

A 20 percent random sample of first-time enrolled freshman students at Fort Hays Kansas State College were requested to respond to a three-part questionnaire. Fifty-six items were evaluated regarding the efficiency and influence of the institutions services available to incoming students. Replies were received from 66 percent of the sample. The analysis of the survey indicates that pre-admission contacts with the financial aid office played an important role in influencing students to attend Fort Hays. The pre-admission contacts with the admission/registrar and housing offices played relatively minor roles, while the field service offices had a less positive influence on college choice. More than half of the students indicated that they were very pleased with Fort Hays while less than 2 percent indicated disappointment with Fort Hays Kansas State College. (MJM)

ED 088319

Office of Institutional Research

STABILIZATION OF FRESHMAN ENROLLMENT BY ANALYSIS OF COLLEGE CHOICE FACTORS AND COLLEGE SERVICES



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FORT HAYS KANSAS STATE COLLEGE

Office of Institutional Research

STABILIZATION OF FRESHMAN ENROLLMENT BY ANALYSIS OF COLLEGE CHOICE FACTORS AND COLLEGE SERVICES

Michael O. Stewart
Kathleen M. Hannafin

January 1974

ACKNOWLEDGMENTS

The survey instrument used was patterned after one developed at Kansas State University. Special thanks are owed to Dr. Donald P. Hoyt for sharing his Kansas State University New Student Survey with us.

The questions concerning reasons which influenced a student's decision to attend Fort Hays Kansas State College were taken from the American Council on Education's Cooperation Institutional Research Freshman Questionnaire (1972 edition).

The assistance of former graduate assistant John Schmeidler in analyzing the data is deeply appreciated.

Finally, the cooperation of all freshmen who took time to complete the survey is acknowledged.

ABSTRACT

A 20 percent random sample of first-time enrolled freshman students at Fort Hays Kansas State College were requested to respond to a three-part questionnaire. Fifty-six items were evaluated regarding the efficiency and influence of the institution's services available to incoming students.

In particular, pre-admission contacts with the following offices: admissions/registrar, field services, financial aid, and housing were rated on the basis of quality of information and assistance received by incoming students. Respondents rated whether information and impressions gained from pre-admission contacts with these offices influenced their decision to choose Fort Hays Kansas State College over other institutions of higher education. Respondents were also requested to respond to major factors related to college choice, the effectiveness of the College's recruitment programs, the influence of prior visits to the campus, and current feelings about Fort Hays Kansas State College.

Replies were received from 66 percent of the sample. The data have been analyzed to compare the efficiency and quality of the institution's service available to incoming students, and to also develop general inferences regarding these services at Fort Hays Kansas State College.

The analysis of the survey indicates that pre-admission contacts with the financial aid office played an important role in influencing students to attend Fort Hays Kansas State College. The pre-admission contacts with the admissions/registrar and housing offices played relatively minor roles; while the field service office* had a less positive influence on college

*The field service office coordinates College services which are offered to the community, e.g., continuing education. It also is responsible for the recruitment of new students, generally via mail or "career day" activities.

choice. Respondents were also requested to rate the quality of information and assistance provided by these offices. The admissions/registrar office scored highest in all qualitative aspects; that is, in clarity, accuracy, helpfulness, and promptness. The housing office and financial aid office were rated favorably, with the quality of the field service office information and assistance rated less positively.

Students most frequently chose to attend Fort Hays Kansas State College due to its "medium size" and "low tuition." Reasons most infrequently cited by respondents to attend Fort Hays Kansas State College were the "good athletic program" and the students' desire to "live at home and commute."

Less than one half of the respondents indicated that their high schools were visited by a Fort Hays Kansas State College representative for a "career day" or other recruitment activity. Of those visited by a Fort Hays Kansas State College representative, more than half of the respondents indicated that they would have preferred to have Fort Hays Kansas State College students present at these "career day" activities.

More than half of the students indicated that they were "very pleased with Fort Hays Kansas State College," while less than 2 percent indicated that they were "very disappointed with Fort Hays Kansas State College."

Eighty-five percent of the respondents indicated that they "would continue at Fort Hays Kansas State College," while only 8 percent indicated that they "would leave Fort Hays Kansas State College to work, travel, join the armed forces, or engage in some other activity." None of the respondents indicated that they "would enroll in a vocational or technical school."

Repetition of this study in May 1974 would benefit Fort Hays Kansas State College in highlighting any trends developing in students' feelings about Fort Hays Kansas State College, and in developing further implications regarding the stabilization of freshman enrollment.

STABILIZATION OF FRESHMAN ENROLLMENT BY ANALYSIS OF COLLEGE CHOICE FACTORS AND COLLEGE SERVICES

Michael O. Stewart and Kathleen M. Hannafin

PROBLEM

For several years the American Council on Education has surveyed incoming freshmen. Part of their instrument dealt with those factors which influenced the student's choice to attend that college in which he had enrolled.

In a time of declining enrollment, recruitment practices have been increased at many colleges. An effective recruitment program is based, in part, upon an institution's study of its current policies and practices and what effect they had on students currently enrolled. In order to help stabilize enrollment at Fort Hays Kansas State College through more effective recruitment, a survey of first-time freshmen was undertaken. Questions were directed to an analysis of: factors related to college choice; contacts with admissions/registrar, housing, field services and financial aid offices; and current feelings about Fort Hays Kansas State College.

Other studies have centered on evaluation of college services and educational outcomes from alumni and seniors (Master Planning Commission, 1972a; 1972b.) It was felt that while each feedback is helpful, responses from first-time freshmen would be more valuable in increased efforts in the recruitment of new students and the retention of currently enrolled students.

PROCEDURE

Sample

Subjects were chosen from the 1972 freshman class, who, according to the registrar's office, were identified as first-time enrolled freshmen at Fort Hays Kansas State College.

Using a random number table, a 20 percent (N = 200) sample was initially chosen. Sixty-six percent (N = 132) of the initial sample returned the questionnaire. This return was considered satisfactory due to the late mailing of the questionnaire just prior to final examinations in April, 1973. Questions asked covered a large time frame--from experiences as high school seniors to feelings about college at the end of the freshman year.

Instrument

A three-part, 56-item questionnaire was prepared in order to evaluate factors related to: efficiency and influence of the institution's services available to incoming students; factors influencing college choice; and factors related to current feelings regarding Fort Hays Kansas State College. Respondents were also requested to indicate sex and on or off-campus living accommodations. A letter of explanation was the first page of the four-page instrument. A copy of the instrument is Appendix A. A follow-up letter was sent to non-respondents two weeks after the initial mailing. A copy of this letter is Appendix B.

Analysis

For analysis, responses were coded in ascending order from most favorable to least favorable from the institution's standpoint. One exception to this procedure was the item regarding prior visits to Fort Hays Kansas

State College, in which only a percentage of response was calculated.

Items with a continuous range of possible responses ("1" very certain, "2" quite certain, "3" in between, "4" quite uncertain, "5" very uncertain) were analyzed in terms of the mean response, the standard deviation of a given response, and the frequency of response. Items with a more discrete range of possible responses ("1" yes, "2" no, "3" don't know) were analyzed in terms of frequency of response.

Failure of a respondent to mark one of the response columns was calculated as a "non-response." "Non-responses" were not included in the mean or standard deviation computations for any item, although the percentage of "non-response" is indicated in Tables 1, 5, and 6.

RESULTS

Section I - Factors Related to College Choice

Some students were influenced in choosing a college by their pre-admission contacts with the institution's admissions/registrar's office*, financial aid office, field service office, and/or housing office. Respondents were asked to indicate whether information and impressions gained from pre-admission contacts with these offices aided in their decision to attend Fort Hays Kansas State College. As an indication of influence of pre-admission contacts with Fort Hays Kansas State College offices, four degrees of influence were assigned on a scale from "1" (important in influencing college choice) to "3" (no influence on college choice). Respondents were instructed to mark the "no contact" column if they had no pre-admission contact with a given office. The percent of "non-response"

*The Registrar also serves as the Director of Admissions at Fort Hays Kansas State College.

indicates the percent of respondents who did not mark any column. The degree of influence of pre-admission contacts is represented in Table 1.

TABLE 1

Influence of Offices Upon Decision to Attend
Fort Hays Kansas State College

	Percentage of Degree of Influence				
Office	Important (1)	Minor (2)	None (3)	No Contact	Non-response
Admissions/Registrar	17.4	40.9	18.2	3.8	19.7
Financial Aid	35.6	14.4	14.4	1.5	34.1
Housing	13.6	27.3	29.5	2.3	27.3
Field Service	6.1	7.2	18.2	3.4	65.1

The results shown in Table 1 appear to indicate that the pre-admissions contacts with the financial aid office at Fort Hays Kansas State College played a somewhat important role in influencing students to attend Fort Hays Kansas State College. However, 34 percent of the sample did not respond to this item. Less than 2 percent of the respondents claimed that they had "no contact" with the financial aid office.

The admissions/registrar and housing offices' data suggest that these offices played a relatively minor role in influencing college choice; while the field service office had essentially no impact upon incoming freshmen.

Of the sample, 65 percent did not respond to the field service office question. On the housing office item, 27 percent of the sample did not respond and another 2 percent did not respond to the admissions/registrar office item. Four percent stated that they had "no contact" with the admissions/registrar office. A small problem in recollection is indicated since all new students must have contact with the admissions/registrar office.

High "non-response" frequencies may be attributed to: 1) the student being unaware that he was actually contacted by these offices; 2) the student's lack of need to contact or to be contacted by the housing or financial aid office, e.g., a local Hays student may not have needed to inquire about housing, but may have been contacted by the housing office thus making his "non-response" the best alternative; 3) the student's lack of familiarity with both the office itself, its functions and its personnel; 4) misinterpretation of item questions. The "no contact" alternative was selected by respondents if they had no pre-admission contact with a particular office.

Of the respondents, 55 percent stated that their decision to enroll at Fort Hays Kansas State College was a "considered choice" reflecting a preference for Fort Hays Kansas State College over another college or university or alternatives such as work, military service, or vocational school.

Section II - Contacts with the Admissions/Registrar, Housing, Field Services, and Financial Aids Offices

Students were also asked to evaluate the quality of information and assistance provided by the same offices as before: admissions/registrar, housing, field services, and financial aid. Students were asked to describe the quality of assistance provided and the quality of letters, bulletins, catalogues, leaflets, etc. received. A scale from "1" (positive qualities) to "5" (negative or ambiguous qualities) was provided. Respondents were instructed to mark the number on the scale which best described the quality of the information or assistance received. Students were further instructed not to circle a number if they had "no contact" with a given office. Therefore, non-responses were considered as "no contact" responses, and not calculated in the mean score for each office. It should be noted that all field service

items had more than 70 percent "non-response" rates. This would indicate that greater than 70 percent of the respondents had "no contact" with the field service office, or were not familiar with this office, its functions and its personnel. The quality of information/assistance received by incoming students is shown in Table 2.

TABLE 2

Ratings of Information and Assistance

	Admissions/ Registrar		Housing		Financial Aid		Field Service	
	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD
Clear (1) vs Unclear (5)	1.76	.92	1.88	1.18	2.38	1.27	2.69	1.44
Accurate (1) vs Misleading (5)	1.66	.94	2.00	1.21	2.27	1.27	2.45	1.17
Helpful (1) vs Problem-making (5)	1.85	1.06	1.95	1.24	2.22	1.64	2.50	1.24
Prompt (1) vs Late (5)	1.69	.94	1.81	1.10	2.08	1.27	2.26	1.29
Grand $\bar{X}$ for Offices	1.76		1.94		2.26		2.86	

The results of Table 2 indicate that information and assistance received from the admissions/registrar, housing, financial aid, and field service offices was generally of good quality. Respondents indicated that the information and assistance received from the admissions/registrar office was of the highest quality. The quality of housing office and financial aid office information and assistance were rated favorably, with the quality of the field service office information and assistance rated less positively.

The quality of information and assistance received from the admissions/ registrar office was rated as the clearest, while field service information

was evaluated as least clear. Admissions/registrar office information and assistance was scored as the most accurate, while field service information and assistance was rated least accurate. Field service information and assistance was ranked as least helpful, while admissions/registrar information and assistance was scored as most helpful. Field service information and assistance was rated as least prompt of all offices listed, while admissions/registrar office information and assistance was graded as prompt.

TABLE 3

Percentage of Responses to Reasons Influencing Decision to Attend Fort Hays Kansas State College

	Rank	1 Very Important	2 Somewhat Important	3 Not Important
My parents wanted me to come here	9	12.1	36.4	50.8
I wanted to live away from home	8	18.2	34.8	46.2
This college has a very good academic reputation	3	35.6	47.0	16.7
This college has a good athletic program	12	8.3	18.9	72.0
I was offered financial assistance	5	37.9	15.9	45.5
Most of my friends are going to this college	11	4.5	33.3	61.4
Because of low tuition	2	28.0	41.7	28.0
Someone who had been here before advised me to go	4	25.0	44.7	30.3
Because of the special curricula offered	6	26.5	32.6	40.2
High school teacher/counselor advised me to go	10	9.1	28.0	62.1
I wanted to live at home and commute	13	14.4	4.5	78.0
I wanted to go to a medium size college	1	59.1	30.3	9.1
Visit or tour to the campus	7	15.2	39.4	41.7

Students were requested to rate some specific reasons that might have influenced their decision to attend Fort Hays Kansas State College. Each item was rated on a scale from "1" very important, to "3" not important. "Non-responses" were not included in computations of average responses. Tables 3 and 4 summarize the importance of specific reasons which may have influenced choice of Fort Hays Kansas State College over other institutions of higher education.

TABLE 4

Rank Order of Reasons Influencing Decision to Attend Fort Hays Kansas State College

Reasons	Rank Order	$\bar{X}$ Response	S.D.
I wanted to go to a medium size college.....	1	1.48	.66
Because of low tuition.....	2	1.77	.79
This college has a very good academic reputation.....	3	1.79	.71
Someone who had been here before advised me to go.....	4	2.03	.75
I was offered financial assistance.....	5	2.06	.92
Because of the special curricula offered.....	6	2.11	.82
Visit or tour to the campus.....	7	2.25	.74
I wanted to live away from home.....	8	2.27	.76
My parents wanted me to come here.....	9	2.36	.72
High school teacher/counselor advised me to go.....	10	2.50	.69
Most of my friends are going to this college.....	11	2.54	.62
This college has a good athletic program.....	12	2.60	.67
I wanted to live at home and commute.....	13	2.62	.76

The results of Tables 3 and 4 indicate that students most frequently chose to attend Fort Hays Kansas State College due to its "medium size" and "low tuition." Reasons most infrequently cited by respondents to attend Fort Hays Kansas State College were the "good athletic program" and students' desire to "live at home and commute." In Tables 3 and 4 the low percentage of response to the item "they wanted to live at home and commute" should be attributed to the fact that over 78 percent of the respondents were residing in residence halls on campus.

The next sections of the questionnaire were designed to evaluate "career day" or other special Fort Hays Kansas State College recruitment activities presented to high school seniors interested in attending college. Forty-six percent of the total respondents indicated that a representative from Fort Hays Kansas State College visited their high schools for "career day" or some other similar presentation. Another 32 percent responded that they "did not know" if a Fort Hays Kansas State College representative visited their high schools for a "career day." Less than 1 percent did not respond to this item. Although 46 percent of total respondents indicated that a Fort Hays Kansas State College representative did visit their high schools, the majority of responses fell into the combined "no" and "do not know" categories. This would suggest that either: 1) Fort Hays Kansas State College recruitment activities need to be expanded and/or, 2) Fort Hays Kansas State College representatives may not be making a strong enough impression upon potential students.

Of the 46 percent of the total respondents who replied that their high schools were visited by a Fort Hays Kansas State College representative, 5 percent indicated they were visited by the housing office; 8 percent by the financial aid office; 14 percent by the field service office; 12 percent by the students of Fort Hays Kansas State College; 12 percent by "other"

representatives from Fort Hays Kansas State College. Table 5 summarizes these results. "Non-responses" are also indicated. It should be noted that at a given high school there may have been representatives from more than one office.

TABLE 5

Percentage of Respondents Contacted by Fort Hays Kansas State College Representatives during "Career Day"

Office	Yes	No	Do not Know	Non-Response
Housing	5.3	17.4	51.5	25.8
Financial Aid	7.6	16.7	50.8	25.8
Field Service	13.6	9.8	50.8	25.8
Students	12.1	16.7	50.8	20.5
Other	12.1	6.8	61.4	19.7

Thirty-one percent of the total respondents stated that presentations by Fort Hays Kansas State College offices and/or representatives were helpful in some way. Fifty-two percent of the respondents did not respond to this item which may indicate that the respondents' recollections of "career day" activities were unclear. Fifty-two percent of the total respondents also stated that they would have preferred to have Fort Hays Kansas State College students present at these "career day" activities.

The results of this section indicated that 55 percent of the total respondents visited the Fort Hays Kansas State College campus 1-5 times prior to their first pre-enrollment or enrollment at the College. Students who had visited the campus cited "pre-enrollment" most frequently as the reason for their visit. "Visiting friends" and the "other" category were cited as next most frequent reasons for visiting Fort Hays Kansas State

College. These results are shown in Table 6. It should be noted that a given individual may have visited the campus for more than one of the reasons listed.

TABLE 6

Percentage of Respondents Visiting Campus for Various Activities

Activity	Yes	No	Non-response
Athletic Competition	24.2	74.2	1.6
Athletic Spectator	34.8	64.4	.8
Music/Speech Competition	40.9	58.3	.8
Pre-enrollment	75.8	23.5	.8
Visit Friends	57.6	41.7	.8
Other	49.2	49.2	1.6

In the following section of the questionnaire, 54 percent of the total respondents indicated that their parents lived more than 76 miles from this college; while only 46 percent indicated that their parents lived 75 miles or less from this college. The fact that so few of the respondents' families were close to the College should be attributed to the fact that over 78 percent of the respondents were residing in residence halls on campus.

Section III - Current Feelings About Fort Hays Kansas State College

Part III of this survey was designed to evaluate respondent's current feelings about Fort Hays Kansas State College as compared with expectations prior to enrollment. The most frequently selected description was "very pleased with Fort Hays Kansas State College" with 42 percent of the respondents indicating this portrayal. The least frequently selected characterization was "very disappointed with Fort Hays Kansas State College" with

approximately 1.5 percent indicating this response. These results may be biased. That is, respondents who felt quite positive about Fort Hays Kansas State College may have responded to this questionnaire or respondents were unwilling to indicate that they made a choice with which they are not now satisfied. However, respondents were randomly selected.

Students were requested to indicate their immediate plans for next semester or the following year. Eighty-five percent of the respondents indicated that they "would continue at Fort Hays Kansas State College," while only 8 percent indicated that they "would leave Fort Hays Kansas State College to work, travel, join the armed forces, or engage in some other activity"; another 8 percent indicated that they "would transfer to another college or university." None of the respondents indicated that they "would enroll in a vocational or technical school."

Ninety-one percent of the total respondents indicated that they were "certain" of their immediate plans, while 9 percent indicated they were "uncertain" of their future plans.

DISCUSSION

Limitations

This study has a number of limitations. In using a questionnaire to evaluate both the efficiency and influence of this institution's services available to incoming students, it must be noted that those students responding may not have expressed views similar to those students who did not respond. Also, all questionnaire surveys suffer from inherent limitations imposed by the ability and willingness of respondents to respond and to provide valid and honest replies. Further limitations include the failure of both the inquirer and the respondent to attach similar meanings to the questions asked. The small size of the sample also limits the study in that

the views expressed by these subjects may not be representative of the entire new freshman student population.

As an accountability study, this investigation has other limitations. Full scale evaluation of an institution, its offices, and personnel, would require more extensive information from a variety of sources, e.g., educational consultants and objective descriptions of facilities and personnel and of their efficiency.

Conclusions

Within the limits imposed by the above considerations, the following conclusions appear warranted:

1. Pre-admission contacts with the financial aid office play a somewhat important role in influencing students to attend Fort Hays Kansas State College.

2. The quality of the admissions/registrar office information and assistance received by incoming students was rated highest in respect to clarity, accurateness, helpfulness, and promptness.

3. The students most often chose to attend Fort Hays Kansas State College because of: (1) its medium size enrollment and (2) its low tuition.

4. A majority of students were either not aware of visits or were not visited by Fort Hays Kansas State College representatives on a "career day" or similar occasion.

5. A majority of students visit the Fort Hays Kansas State College campus 1-5 times prior to pre-enrollment or enrollment.

6. The majority of students who enroll at Fort Hays Kansas State College plan to continue their studies at this campus.

Implications

The implications of this study suggest that in order to stabilize enrollment at Fort Hays Kansas State College it will be necessary to analyze

the results of this study in comparison to other comparable institutions of higher education with respect to: quality of pre-admission contacts, major reasons influencing college choice, the influence of recruitment programs, etc.

Repetition of this study in May 1974 would benefit Fort Hays Kansas State College in highlighting any trends developing in student's feelings about Fort Hays Kansas State College, or development of new factors related to college choice.

It is hoped that the information provided in this study will prove useful to the Fort Hays Kansas State College community and aid in stabilizing of the College's enrollment. By suggesting certain strengths and weaknesses found within the organization of the College, it is further hoped that an examination of the institution's goals, purposes, and operational procedures will be implemented.

REFERENCES

Master Planning Commission 1972a, An Appraisal of the Quality of Education Received by the 1972 Seniors at the Six Colleges and Universities Under the Kansas Board of Regents. Planning Report No. 4, 1972, 30 pp.

Master Planning Commission 1972b, An Appraisal of the Quality of Education Received by the 1967 Graduates at the Six Colleges and Universities Under the Kansas Board of Regents. Planning Report No. 5, 1972, 32 pp.

FORT HAYS KANSAS STATE COLLEGE

HAYS, KANSAS 67601

Vice President for Academic Affairs Telephone (913) 628-4241

April 26, 1973

Dear FHS Student:

You are probably aware from reading the Leader or from talking to friends or faculty that Fort Hays State was originally scheduled to lose twelve faculty positions next Fall due to a decline in our enrollment. Fortunately, the governor and the legislature restored those positions in next year's budget.

You are also probably aware that the loss of faculty can adversely affect the quality of your education and/or the loss of certain academic programs which Fort Hays currently offers.

Put another way enrollment at Fort Hays affects many people including YOU!

Consequently, we are attempting to ascertain from you what influenced you to attend Fort Hays State so that we may improve both our services to new students and our recruitment of new students.

We would appreciate it if you would take less than 5 minutes to complete this questionnaire and return it either by regular mail (no stamp needed) or by campus mail (turn in at desk in your hall) in the envelope provided.

We know that you are busy but we hope you will take the time TO HELP YOURSELF, FORT HAYS STATE, AND FUTURE FORT HAYS STATE STUDENTS.

We hope we may hear from you before Tuesday, May 1st. Again, your assistance will be sincerely appreciated.

Sincerely,

G. W. Tomanek
Vice President for
Academic Affairs

Michael O. Stewart
Director of Institutional
Research

Enc.

P.S. A prompt reply will alleviate the need for a follow-up letter.

FHS FRESHMAN STUDENT SURVEY

Office of Institutional Research

The College needs your help in improving its services to new and prospective students. Your frank replies to these questions will provide vital assistance to this end and will be sincerely appreciated.

I. FACTORS RELATED TO COLLEGE CHOICE.

Some students are influenced in making their college choice by pre-admission contacts with the institution's admission-registrars office, financial aid office, field service office, and/or housing office. (For others, the choice of college is made exclusively on the basis of other considerations--family tradition, location, special curricula, cost, recommendations of parents, teachers, counselors, etc.)

1. Please indicate whether information and impressions gained from pre-admission contacts with FHS offices had an important, a minor, or no influence on your decision to attend FHS. Check the last column if you had no contact with a particular office.

	Important	Minor	None	No Contact
Admissions Office (Registrar)	____	____	____	____
Financial Aid Office	____	____	____	____
Housing Office	____	____	____	____
Field Service Office	____	____	____	____

2. Was your decision to enroll at FHS (check one)

____Pretty much taken for granted without giving serious consideration to alternatives; or

____A considered choice reflecting your preference for FHS over another college or university or over some other alternative (work, military service, vocational school, etc.)

II. CONTACTS WITH THE REGISTRAR & ADMISSIONS, HOUSING, FIELD SERVICES AND FINANCIAL AID OFFICES.

All FHS students have some contact with the Registrar/Admissions Office, and many also have contacts with the Housing Office, Financial Aid Office and Field Service Office.

Describe the information (letters, printed materials--bulletins, catalogs, leaflets) and assistance provided to you by these offices. For each office circle one number (1-5) to the right of each pair of adjectives which best expresses the quality of the information or assistance received. Do NOT circle a number if you had no contact or received no information from a given office.

	OFFICE			
INFORMATION/ASSISTANCE WAS:	Admissions	Housing	Financial Aids	Field Services
Clear (1) vs Unclear (5)	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Accurate (1) vs Misleading (5)	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Helpful (1) vs Problem-making (5)	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Prompt (1) vs Late (5)	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

Below are some of the reasons that might have influenced your decision to attend Fort Hays State. Rate <u>each</u> item on a scale of 1 (very important) to 3 (not important).

	Very Important 1	Somewhat Important 2	Not Important 3
My parents wanted me to come here.....	____	____	____
I wanted to live away from home.....	____	____	____
This college has a very good academic reputation.....	____	____	____
This college has a good athletic program.....	____	____	____
I was offered financial assistance.....	____	____	____
Most of my friends are going to this college.....	____	____	____
Because of low tuition.....	____	____	____
Someone who had been here before advised me to go.....	____	____	____
Because of the special curricula offered.....	____	____	____
Highschool teacher/counselor advised me to go.....	____	____	____
I wanted to live at home and commute.....	____	____	____
I wanted to go to a medium size college.....	____	____	____
Visit or tour to the campus...	____	____	____
Other reason: please list below			
_____	____	____	____

Representatives from the college often visit high schools for "career day" or for a special presentation to seniors about Fort Hays State. We would like to evaluate this activity.

Did a representative from FHS visit your high school for career day or some other occasion? Yes _____ No _____ Do not know _____.

If yes, please answer the following questions:

Were representatives present from these offices:

Housing	Yes _____	No _____	Do not know _____
Financial Aids	Yes _____	No _____	Do not know _____
Field Service	Yes _____	No _____	Do not know _____
Students	Yes _____	No _____	Do not know _____
Other	Yes _____	No _____	Do not know _____

Was the presentation helpful to you? Yes _____ No _____

If not, what was lacking? _____

_____

_____

Would you have preferred to have FHS students be present for the presentation? Yes _____ No _____ Do not know _____

How many times had you been on the FHS campus prior to pre-enrollment or enrollment? Never _____ 1-5 times _____ More than 5 times _____

If you had been on the campus, please check all of the reasons why you were on campus:

Athletic Competition	_____	Pre-enrollment	_____
Athletic Spectator	_____	Visit friends	_____
Music/Speech Competition	_____	Other	_____

How many miles is this college from your parents' home? (Mark one)

15 or less	_____	76 - 100	_____
16 - 50	_____	More than 100	_____
51 - 75	_____		

What is your sex? MALE _____ FEMALE _____

Do you plan at this time to complete the requirements for a bachelors degree?

Yes _____ No _____

III. CURRENT FEELINGS ABOUT FHS

1. Compare your current feelings about FHS with your expectations before you enrolled. Check the most descriptive phrase.

_____Very pleased with FHS
_____More pleased than disappointed
_____Inbetween
_____More disappointed than pleased
_____Very disappointed with FHS

2. Which of the following best expresses your immediate plans (next semester and next year)?

_____I will continue at FHS on a full or part-time basis.
_____I will leave FHS (at least temporarily) to work, travel, join the armed forces, or engage in some other activity.
_____I will transfer to another college or university.
_____I will enroll in a vocational or technical school.

3. How certain are you of this plan?

___Very certain ___Quite certain ___Inbetween ___Quite uncertain ___Very uncertain

4. Describe any major ways in which FHS has disappointed you to date.

_____

_____

5. Describe any features of FHS which have made you especially glad you enrolled here.

_____

_____

THANK YOU.

Return completed survey in the enclosed envelope or deliver in person to:

OFFICE OF INSTITUTIONAL RESEARCH
COLISEUM 109

FORT HAYS KANSAS STATE COLLEGE

HAYS, KANSAS 67601

Vice President for Academic Affairs

Telephone (913) 628-4241

May 3, 1973

Dear FHS Student:

We hope you will accept this letter as a gentle reminder rather than an irritating nudge to complete the enclosed questionnaire.

The value of a survey, like the one I have mailed to you, is seriously jeopardized if only part of the solicited students return the questionnaire. Already nearly 40% have returned and completed our survey. However, the percentage returned is not nearly enough to determine which services, programs, etc., were most important in helping you to choose FHS. With your cooperation the need to improve services for current and potential Fort Hays students will be evident.

We hope you will help us reach our goal by completing the enclosed survey and returning it to this office within the next few days. Another self-addressed stamped envelope and questionnaire are enclosed for your convenience.

Your cooperation is appreciated.

Sincerely,

G. W. Tomanek
Vice President for
Academic Affairs

Michael O. Stewart
Director of Institutional
Research

Enc.

P.S. If you have recently mailed your completed survey, accept our thanks and ignore this request.